

THE RULE OF CONSUMER SATISFACTION IN MODERATING RE

by Alshaf Pebrianggara

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The Rule of Consumer Satisfaction in Moderating Repurchase Intention

Dewi Komala Sari, Universitas Muhammadiyah Sidoarjo, Indonesia

Lilik Indayani, Universitas Muhammadiyah Sidoarjo, Indonesia

Alshaf Pebrianggara, Universitas Muhammadiyah Sidoarjo, Indonesia

Niko Fediyanto, Universitas Muhammadiyah Sidoarjo, Indonesia

Sylvia Dita Angrain, Universitas Muhammadiyah Sidoarjo, Indonesia

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Abstract:

This study aims to determine the effect of perceived ease of use and perceived usefulness in purchase intentions with customer satisfaction as a moderating variable in Lazada online shopping stores. The object of this study is Lazada users who have made a purchase once and are at least 28 years old and have a maximum of 40 years. The sample is determined using non-probability sampling with a purposive sampling method, which is 100 respondents. This research is a quantitative study with SEM PLS as an analysis tool. The results of the study prove that perceived comfort has a significant effect on repeat purchases, perceived usefulness has a considerable impact on repeat purchases, perceived support does not significantly influence purchases with consumer satisfaction as a moderating variable, and perceived value does not influence substantially purchases with consumer satisfaction as a moderating variable.

Keywords: Perceived Ease of Use, Perceived Usefulness, Repurchase Intention, Consumer Satisfaction.

INTRODUCTION

Someone has the benefits when using the internet, namely to find information on personal life, and also to find information on professional / worker life (Sin and Purnamasari, 2011) in (Adiutama and Santika, 2014: 2816). Based on the report from APJII (2014) in figure 1.1, it can be seen that in 2014 most people in Indonesia cannot avoid from Internet-based communication activities. Since the Indonesian government developed internet infrastructure around 1980, the number of internet users has continued to increase. Until 2014, there were 88.1 million internet users in Indonesia. With this amount, internet penetration in Indonesia increased in 2014 by 34.9%. Based on a survey conducted by APJII, female internet users are bolder than men in doing online shopping, which is 58% and 42%, respectively. The study shows that women are more willing to shop online because women prefer shopping. E-Commerce is currently

multiplying in Indonesia with the advent of online buying and selling stores. Lazada, one of the largest and most popular online shopping stores in Indonesia, is an E-Commerce company under the auspices of PT.ECartService Indonesia. The company is part of Lazada South East Asia (Lazada SEA), which has members from Indonesia, Vietnam, Thailand, and the Philippines.

According to the results of the study showed that Lazada is the most popular E-Commerce website. In 2014 W&S Group conducted some research to study the online shopping stores that are most recognized by the people in Indonesia.

The type of e-commerce in Indonesia runs through various media through social media, buying and selling forums, and others. According to APJII (2014), more than 50% of online shopping sites in Indonesia are controlled by online stores. Meanwhile the rest is divided into social media, websites, buying and selling forums, online communities,

social networks, messengers, and mailing lists. Here are the data that show the percentage of types of online shopping stores. The many types of online shopping stores in Indonesia will result in increasing the potential for criminal acts to occur on the internet, this is a problem in the operation of the E-Commerce system. Crime through the internet (cyberfraud / internetfraud) in its various forms both in Indonesia and in other parts of the world is still a threat to the sustainability of E-Commerce. Indonesia ranks second in the top five list of countries of origin for crime attacks, based on a 2013 State of the Internet report (Kompas.com, 2015).

This is related to the belief in ease of use, which includes how to operate transactions online. Prospective buyers will have difficulty when first doing online transactions. There are also potential buyers who have the initiative to try because they have gotten information about transacting online. The convenience that is in the Lazada service is an easy way to get online shopping services. By placing an order through an internet or smartphone application, consumers can choose the desired goods and prices. The advantages of Lazada also include payments in place so that consumers do not need to make transfers. According to Davis, et al. (1989) in Widiani, et al. (2012) defines the ease (percieved ease of use), namely user confidence that the technology can be used clearly, easily and free from problems.

E-Commerce

According to Laoudon (1998) in Nugroho (2016: 6) E-Commerce is a process carried out by consumers in buying and selling various electronic products from companies to other companies by using computers as intermediaries for business transactions.

Kalakota and Whinston (1997) in (Nugroho, 2016: 6) review the meaning of E-Commerce from four perspectives, namely:

a. Communication perspective, E-Commerce is a process of sending goods, services, information, or

payment through computers or other electronic equipment.

b. The business process perspective, E-Commerce is an application of a technology towards automation of business transactions and workflows.

c. Service perspective, E-Commerce is a tool that meets the desires of companies, management, and consumers to reduce service costs (service costs) when improving the quality of goods and increasing the speed of shipping services.

d. Online perspective, E-Commerce provides the ability to buy and sell products or goods and information through internet services or other online facilities. According to Arfina and Marpaung in (Nugroho, 2016: 6)(Dewi,2018), E-Commerce or better known as E-com can be interpreted as a way to shop or trade online or direct selling that utilizes internet facilities, where there are websites that can provide "get" services. and deliver ".

Perceived Ease of Use

Davis (1989) in Widiani, et al. (2012) defines perceived ease of use as a belief in ease of use, namely the level of user confidence that the technology or system can be used easily and free from problems. According to Venkatesh and Moris (2003) in Wahyuningtyas (2016) the perception of ease of use has been proven to have an effect or influence on interest through two channels, namely a direct effect on interest and an indirect effect on interest through perceived usefulness. Direct effects or effects show that perceived ease of use can be a potential to increase the likelihood of acceptance of use.

Based on the explanation above, it can be concluded that the perception of ease in terms of using technology as a belief that technology can be easily used and understood. The intensity of use and interaction between users with the system also shows the ease of use.

Perceived Usefulness

Definition of the perception of usefulness or perceived usefulness is the extent to which a person believes that using technology will improve the

performance of his work (Jogiyanto, 2007) in (Wahyuningtyas, 2016). According to Davis (1989) in Basyar and Sanaji (2016) the perception of benefits is the extent to which people believe that using technology will improve the performance of their work. According to Wibowo (2008) in Basyar and Sanaji (2016) the perception of benefits is a measure by which the use of technology will bring benefits to people who use it.

Based on the explanation above, it can be concluded that the perception of usefulness or perceived usefulness is that trust in using technology can save time and work so that the work performance is increasing.

Repurchase Intention

According to Kotler (2009: 190) repeat purchases are consumer actions after making a purchase. The occurrence of satisfaction and dissatisfaction post-purchase of a product can affect subsequent consumer behavior. According to Tjiptono (2012: 80) repurchase behavior is often associated with loyalty. The two are related, but they are different. Loyalty reflects a psychological commitment to certain brands that are the same over and over (it could be because it is indeed the only brand that is available, the cheapest brand, and so on)

Based on the above explanation it can be concluded that repeat purchases can be interpreted if consumers feel satisfaction, then there will be a higher possibility to repurchase the product / service.

Customer Satisfaction

Usmara (2003) in Widiana, et al. (2012) states satisfaction is a comparison between the performance received and the standard comparison of expectations, ideals, competitors, marketers' promises and norms. Satisfaction according to Kotler (2002) in Widiana, et al. (2012) is the level of one's feelings after comparing the perceived performance or results with his expectations. So basically, satisfaction is the difference between consumer expectations and actual perceived performance.

Based on the above explanation it can be concluded that satisfaction is a feeling of satisfaction

of consumers after making a purchase so that consumers intend to buy back.

Conceptual Framework

An explanation of the effect of perceived ease of use and perceived usefulness on repeat purchases can be seen briefly through the conceptual framework of research. The framework is made in form of a schematic drawing to better explain the relationship between independent variables, moderation variables, and dependent variables. The conceptual framework of this study explains that the effect of perceived ease and perceived usefulness on repeat purchases with customer satisfaction as a moderator variable. Consumer satisfaction as a moderating variable where customer satisfaction can strengthen or weaken the relationship between the independent variables namely the perception of ease and perception of usefulness and the dependent variable that is repeated purchases.

METHOD

This study applied the quantitative approach because this method can be interpreted as research methods based on the philosophy of positivism used to examine certain populations and samples. It also called the traditional method because this method has been used so long that has been transmitted as a method for research. This method is called a quantitative method because of the research data in the form of numbers and analysis using statistics (Sugiyono, 2016).

RESULT

Test Validity and Reliability

Validity test is used to ensure that each item in the research instrument is able to measure the variables defined in this study. An instrument is said to be valid, if it is able to measure what it wants and express data from the variables studied appropriately (Arikunto, 1992). The reliability test is intended to determine the extent to which the measurement results remain consistent when measuring two or more of the same statement using the same measuring instrument. The reliability test in this

study uses the Cronbach α technique, where an instrument can be said to be reliable (reliable), if it has a reliability coefficient or cronbach alpha ≥ 0.6 (Sekaran, 2003).

Table 2. Validity dan Reliability Test

Variable	Item	Corellation (r)		Coefficient	
		r	Status	Alpha	Status
Perceived ease of use	X1.1	0.695	Valid	0.902	reliabel
	X1.2	0.784	Valid		
	X1.3	0.702	Valid		
	X1.4	0.742	Valid		
	X1.5	0.716	Valid		
	X1.6	0.776	Valid		
Perceived Usefulness	X2.1	0.544	Valid	0.829	reliabel
	X2.2	0.522	Valid		
	X2.3	0.523	Valid		
	X2.4	0.630	Valid		
	X2.5	0.755	Valid		
	X2.6	0.662	Valid		
Customer Satisfaction	X3.1	0.461	Valid	0.659	reliabel
	X3.2	0.553	Valid		
	X3.3	0.419	Valid		
Repurchase Intention	Y.1	0.543	Valid	0.828	reliabel
	Y.2	0.616	Valid		
	Y.3	0.707	Valid		
	Y.4	0.601	Valid		
	Y.5	0.659	Valid		

Source: Processed Data

Confirmatory Factor Analysis

Measurement models or outer models are evaluated using convergent validity and discriminant validity of their dimensions and composite reliability for block indicators. The structural or inner model is evaluated by looking at the R^2 value for the latent dependent construct using the Stone-Geisser Q Square test size, all of which are summarized in one table, the full details of which can be seen in the Appendix. Furthermore, because this research uses a multidimensional construct, second order factor analysis is used. The results of the analysis that has

been carried out on the test of the influence of the constructs as described pays attention to the path diagram of the results of the PLS analysis in the final stages so to make it easier to see simply the relationship between the constructs can be illustrated as shown

Hypothesis Testing Path Chart Results

The interpretation of the results of testing the four hypotheses proposed in this study are explained as follows:

Table 3. Hypothesis Testing Results

H	Effect			Koeff Path	T count	Description
H1	Perceived ease of use	→	Repurchase Intention	0.330	2.914***	Significant
H2	Perceived Usefulness	→	Repurchase Intention	0.248	2.353***	Significant
H3	Perceived ease of use*Customer Satisfaction	→	Repurchase Intention	-0.101	0.846	Not Significant
H4	Perceived Usefulness*Customer Satisfaction	→	Repurchase Intention	0.324	0.373	Not Significant

The results of hypothesis testing by comparing the value of t arithmetic with table values, if the value of t arithmetic is greater than t table then the

relationship between constructs is significant and can be analyzed further. The number of respondents was 100, the value of t table (= 5%) was 1,996 and the value of t table (= 10%) was 1,668.

The complete results of the analysis of the research hypothesis testing, to facilitate its understanding can be seen in Table 4.20.

Table 4. Conclusion of Hypothesis Testing Results

Result	Hypothesis
Hypotheses are accepted and supported by evidence of empirical data	H1 = Perceived ease of use has a significant effect on Repurchase Intention
	H2 = Perceived Usefulness has a significant effect on Repurchase Intention
The hypothesis is rejected because it is not supported by empirical data evidence	H3 = Perceived ease of use has no significant effect on Repurchase Intention with Consumer Satisfaction as a Moderating variable.
	H4 = Perceived Usefulness has no significant effect on Repurchase Intention with Consumer Satisfaction as a Moderating variable.

Hypothesis Discussion

a. Perceived ease of use (X1) has a significant effect on Repurchase Intention (Y)

Perception of ease has a significant effect on repurchase intention. From the evaluation table of the conformity index criteria for the structural model of construct perception of ease results of the outer model shows the highest value that reads overall, lazada online shopping store is easy to use. The two that read shopping at lazada's online shopping store are easy to use to control navigation. The three that

read shopping at lazada online stores can be used anytime, anywhere. The four that read do not require much effort in using lazada's online shopping stores. The five that read shopping at lazada online shopping stores are easy for me to learn various kinds of features, and the smallest value of shopping at lazada online shopping stores is clear and easy to understand. Overall the values obtained indicate the results of a good model evaluation, so it can be concluded that the perception of convenience has a good effect on increasing repurchase intention. Theory expressed by davis (1989) in widiana, et al. (2012) defines perceived ease of use as a belief in ease of use, namely the level of user confidence that the technology or system can be used easily and free of problems. According to kotler (2009: 190) repeated purchases are actions of consumers after making a purchase. The occurrence of satisfaction and dissatisfaction post-purchase of a product can affect subsequent consumer behavior. These results support the results of the study of widiana, et al. (2012) which proves that confidence in convenience has a significant effect on repurchase intention.

b. Perceived Usefulness (X2) significantly influences Repurchase Intention (Y)

Perceived Usefulness has a significant effect on Repurchase Intention. From the evaluation table the conformity index criteria of the structural model constructs the perceived usefulness of the outer model shows that the highest value that says shopping at Lazada online store makes it easier for me to shop. Both of which read as a whole, Lazada online shopping stores are useful in shopping. The three that read shopping at Lazaada's online shopping store did not interfere with my work, so that it could be finished faster. The four things that say shopping at Lazada online shopping stores can increase the effectiveness of my shopping. Overall the value obtained shows the results of a good model evaluation, so it can be concluded the perception of usefulness has a good influence to increase repeat purchases. Basar and Sanaji (2016) the perception of benefits is a measure where the use of a technology

will bring benefits to people who use it. According to Kotler (2009: 190) repeat purchases are consumer actions after making a purchase. The occurrence of satisfaction and dissatisfaction post-purchase of a product can affect subsequent consumer behavior. These results support the results of research from Adiutama and Santika (2014) which proves that the perceived usefulness variable has a positive and significant effect on shopping intention to return to the Tokobagus.com online buying site, this means that the higher the perception of usefulness, the intention to shop again at Tokobagus.com will also increase.

- c. Perceived ease of use(X1) has no significant effect on Repurchase Intention (Y) with Consumer Satisfaction (X3) as a moderating variable.

Ease Perception did not have a significant effect on repeat purchases with consumer satisfaction as a moderating variable. It can be interpreted that the satisfaction variable cannot moderate the perceived ease of purchase variable. This can occur because the purchase of an item with E-Commerce has several disadvantages such as not being able to see the real form of an item to be purchased. The goods are only in the form of photos and specifications of the goods where there is information that is not included in full, so there is a high possibility of misunderstanding the information from the information conveyed to those received. As a result, the goods that have been purchased are not in accordance with the expectations of the buyer, whether from the shape, size, color or quality that is expected to make consumers feel dissatisfied which results in consumer disappointment to no longer make purchases through E-Commerce. The dissatisfaction results in the perception of convenience variable not having a significant effect on repeat purchases. Supported by theory according to Kotler (2002) in Widiana, et al. (2012) satisfaction is the level of one's feelings after comparing the performance or results he feels with his expectations. So basically, satisfaction is the difference between consumer expectations and

actual performance that is felt. In the study of Widiana, et al. (2012) states that the belief in ease has a significant effect on satisfaction, where a website does not have to be technically pleasing, but also easy to use.

- d. Perceived Usefulness (X2) has no significant effect on Repurchase Intention (Y) with Consumer Satisfaction (X3) as a moderating variable.

The perception of usefulness does not significantly influence Repurchase Intention with consumer satisfaction as a moderating variable. It can be interpreted that the satisfaction variable cannot moderate the perceived usefulness variable towards repeat purchases. The benefits that should be felt by consumers in using technology to purchase goods that are supposed to shop online make work completed faster, develop work performance, increase work productivity, enhance work effectiveness, make work easier and useful in shopping. such as items received are not in accordance with orders that are then returned and are waiting for ordered goods to be resubmitted, items purchased late arrive at the destination from the specified time due to the limited ability of the expedition to reach congestion and bad weather. The benefits of speed of getting an item that should be felt with technological advances actually have the opposite effect which ultimately makes consumers feel less satisfied with the benefits of existing technology. Dissatisfaction results in the variable perception of usefulness does not have a significant effect on repeat purchases. Supported theory according to Kotler (2002) in Widiana, et al. (2012) satisfaction is the level of one's feelings after comparing the performance or results he feels with his expectations. So basically, satisfaction is the difference between consumer expectations and actual performance that is felt. In the study of Widiana, et al. (2012) stated that belief in expediency had a significant effect on satisfaction, that increased confidence in expediency had an effect on increasing satisfaction.

CONCLUSION

Perceived ease of use has a significant effect on Repurchase Intention at Lazada online shopping stores, this means that the higher Perception of Ease then Repeated Purchases at Lazada online shopping stores will also increase. Theory expressed by Davis (1989) in Widiana, et al. (2012) defines perceived ease of use as a belief in ease of use, namely the level of user confidence that the technology or system can be used easily and free of problems. According to Kotler (2009: 190) repeated purchases are actions of consumers after making a purchase. The occurrence of satisfaction and dissatisfaction post-purchase of a product can affect subsequent consumer behavior. These results support the results of the study of Widiana, et al. (2012) which proves that confidence inconvenience has a significant effect on repurchase intention.

Perceived Benefit has a significant effect on Repurchase Intention on Lazada online shopping stores, this means that the higher the Perception of Benefit then Repeated Purchases at Lazada online shopping stores will also increase. Basar and Sanaji (2016) the perception of benefits is a measure where the use of a technology will bring benefits to people who use it. According to Kotler (2009: 190) repeat purchases are consumer actions after making a purchase. The occurrence of satisfaction and dissatisfaction post-purchase of a product can affect subsequent consumer behavior. These results support the results of research from Adiutama and Santika (2014) which proves that the perceived usefulness variable has a positive and significant effect on shopping intention to return to the Tokobagus.com online buying site, this means that the higher the perception of usefulness, the intention to shop again at Tokobagus.com will also increase.

Perceived ease of use does not have a significant effect on Repurchase Intention with Consumer Satisfaction as a moderating variable, this means that the higher the Customer Satisfaction, the greater the Ease Perception of an Increase in Repeated Purchases at Lazada online shopping stores but if the lower the Consumer Satisfaction the smaller the

Ease Perception towards increasing Repeated purchases at the Lazada online shopping store. Supported by theory, according to Kotler (2002) in Widiana, et al. (2012), satisfaction is the level of one's feelings after comparing the performance or results he feels with his expectations. So basically, satisfaction is the difference between consumer expectations and actual performance that is felt. In the study of Widiana, et al. (2012) states that the belief in ease has a significant effect on satisfaction, where a website does not have to be technically pleasing, but also easy to use.

Perception of Benefit does not have a significant effect on Repurchase Intention with Consumer Satisfaction as a moderating variable, this means that the higher the Consumer Satisfaction, the greater the Perception of Benefit towards an increase in Repeated Purchases at Lazada online shopping stores but if the lower the Consumer Satisfaction the smaller the Perception of Benefit towards an increase in Repeat Purchases in Lazada online shopping store. Supported theory according to Kotler (2002) in Widiana, et al. (2012) satisfaction is the level of one's feelings after comparing the performance or results he feels with his expectations. So basically, satisfaction is the difference between consumer expectations and actual performance that is felt. In the study of Widiana, et al. (2012) stated that belief in expediency had a significant effect on satisfaction, that increased confidence in expediency had an effect on increasing satisfaction.

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